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**Edelbrock Group Partners With Midway Plus For B2B Transactions**

**For Immediate Release:** October 25, 2023

**Olive Branch, MS —** Edelbrock Group, a leading manufacturer and distributor of performance automotive parts, today announced that it has contracted Midway Plus to handle all its B2B online transactions. Midway Plus is a leading provider of e-commerce solutions for the automotive aftermarket industry.

The new B2B online platform will allow Edelbrock Group customers to place orders, check prices, view inventory, access sales data, and track orders online. The platform is scheduled to launch in Q1 2024.

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Description automatically generated“We are very excited to be working with Midway Plus on our new B2B portal for our dealers,” said Edelbrock Group Vice President of Sales and Marketing Mark Campbell. “The software Midway Plus developed will make transactions for our dealers so easy — and they can do it 24/7/365.  Our goal is to enhance our customer experience, and this is a great step forward to help our customers conduct business when it is convenient for them.”

Midway Plus is a comprehensive e-commerce/SAAS platform that offers a wide range of features and functionality for businesses of all sizes. The platform is easy to use and integrates seamlessly with existing ERP and CRM systems.

“We are honored to be selected by Edelbrock Group to handle their B2B online transactions,” said Midway Plus CEO Brian Lounsberry. “Edelbrock Group is a leading brand in the automotive aftermarket, and we are committed to providing their customers with the best possible e-commerce experience.”

**About Edelbrock Group**

Edelbrock Group is a leading manufacturer and distributor of performance automotive parts. The company offers a wide range of products for a variety of applications, including street, racing, and off-road. Edelbrock Group is committed to providing its customers with the highest quality products and services. For more information about the Edelbrock Group™ companies, visit [www.edelbrockgroup.com](https://edelbrock-my.sharepoint.com/personal/sbrereton_edelbrock_com/Documents/Documents/Edelbrock/PR%20Templates/www.edelbrockgroup.com).

**About Midway Plus**

Midway Plus is a leading provider of B2B software solutions for the automotive industry. The company offers a comprehensive platform that includes a wide range of features and functionality for businesses of all sizes to improve the way automotive brands engage with their customers and the wholesale market.Shape, rectangle

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